

2019 Exchange Impact Workshop

Preliminary Agenda

as of 2/6/19, subject to change



Monday, March 25, 2019

Golf Tournament- DFW Chapter Event TBD

Tuesday, March 26, 2019

7:00 AM	Continental Breakfast
8:00 AM	Opening - Ana Middleton
8:15 AM	Overview and Objectives - Marty Johnson
8:30 AM	Tammie Shelmire, VP Softlines
8:50 AM	Chris Burton, VP Hardlines
9:25 AM	Eric Sidman, VP Convenience - DeCA/Exchange Collaboration
10:00 AM	Break
10:30 AM	Sandi Lute, VP Customer Engagement - Collaborative Marketing Across Resale
11:00 AM	Kyle Allison, VP Omnichannel Marketing
11:25 AM	Jim Skibo, SVP Customer Relations Mgmt - Expanded Patronage, Disabled Veterans Benefit/CAC Holders
11:45 AM	Lunch
12:45 PM	Washington Update - Steve Rossetti - Perspective from the Pentagon
1:45 PM	How can Industry Help - ALA Membership (Change Management)
2:15 PM	How can Industry Help - ALA Membership (Customer Service)
2:45 PM	David Lemons, VP eCom Merchandise & Operations
3:15 PM	Networking Break
3:45 PM	Eric Boen, VP PAR
4:15 PM	Bill Reynolds, Director PAR & Ed Wood, E-Biz Solutions Mgr. - PIM Overview
4:45 PM	Q&A
5:00 PM	Adjourn
5:30 - 6:30 PM	Reception

Wednesday, March 27, 2019

8:00 AM	Continental Breakfast
8:45 AM	Opening - Marty Johnson
9:00 AM	Emerging Consumer Relevance
9:30 AM	Beverage Alcohol Issue Forum
10:00 AM	Networking Break
10:30 AM	Creative Media Panel
11:30 AM	Creative Solutions to drive foot traffic and increase on-base sales
12:00 PM	Lunch
1:00 PM	Category review/pog updates - industry collaboration on category updates
1:30 PM	Future Installation Development Alternatives
2:30 PM	AAFES Leadership Wrap Up
3:00 PM	Closing Remarks

Alternative Breakout:
PIM Workshop 10:30 AM